

CONTRACT



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 931801 /		<u>Alt Order #</u> 06225051
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 07/30/12 - 08/06/12	<u>Estimate #</u> 732	
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$1,000.00			
D 2	WLWT	08/03/12	08/03/12	NBC Tonight Show	1135-1237a		:30			NM	0	\$0.00
3	WLWT	08/03/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$625.00			
4	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$150.00			
5	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----1--				1	\$3,000.00			
N 6	WLWT	08/03/12	08/03/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	3	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----3--				3	\$12,000.00			
N 7	WLWT	07/30/12	08/06/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	1-----				1	\$1,000.00			
Week:		08/06/12	08/12/12	1-----				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	OLYMPICS DAYTIME	OLYMPICS DAYTI	M-----	:30		\$1,000.00	NM		
				Credited								
D 8	WLWT	08/06/12	08/06/12	Late News Olympics	Late News		:30			NM	0	\$0.00
D 9	WLWT	07/30/12	08/06/12	NBC Tonight Show	1135-1237a		:30			NM	0	\$0.00
N 10	WLWT	07/30/12	08/06/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	1-----				1	\$3,000.00			
Week:		08/06/12	08/12/12	1-----				1	\$3,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	Late News Olympics	Late News	M-----	:30		\$3,000.00	NM		
				Credited								

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

<u>Contract / Revision</u>	<u>Alt Order #</u>
931801 /	06225051

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/30/12 - 08/06/12	CROSSROADS GPS	732

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 11	WLWT	07/30/12	08/06/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1-----				1	\$625.00			
		Week: 08/06/12	08/12/12	1-----				1	\$625.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	5-530p M-F news	5-530p	M-----	:30		\$625.00	NM		
			Credited									
N 12	WLWT	07/30/12	08/06/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1-----				1	\$150.00			
		Week: 08/06/12	08/12/12	1-----				1	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	5-6a news	5-6a	M-----	:30		\$150.00	NM		
			Credited									
N 13	WLWT	07/30/12	08/06/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1-----				1	\$3,000.00			
		Week: 08/06/12	08/12/12	1-----				1	\$3,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	NBC Today Show	7-9a	M-----	:30		\$3,000.00	NM		
			Credited									
N 14	WLWT	07/30/12	08/06/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	1-----				1	\$12,000.00			
		Week: 08/06/12	08/12/12	1-----				1	\$12,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WLWT	08/06/12-08/12/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU	M-----	:30		\$12,000.00	NM		
			Credited									
15	WLWT	08/04/12	08/04/12	11-1135p M-Su	11-1135p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	-----1-				1	\$1,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLWT	07/30/12-08/05/12	11-1135p M-Su	11-1135p	-----Sa--	:30		\$1,500.00	NM		
			Credited									
N 16	WLWT	08/05/12	08/05/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	-----1				1	\$12,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLWT	07/30/12-08/05/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU	-----Su	:30		\$12,000.00	NM		
			Credited									
17	WLWT	08/02/12	08/02/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	---1---				1	\$1,000.00			
D 18	WLWT	08/02/12	08/02/12	11-1135p M-Su	11-1135p		:30			NM	0	\$0.00
D 19	WLWT	08/02/12	08/02/12	NBC Tonight Show	1135-1237a		:30			NM	0	\$0.00
20	WLWT	08/02/12	08/02/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/12	08/05/12	---1---				1	\$3,000.00			
N 21	WLWT	08/02/12	08/02/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

<u>Contract / Revision</u>	<u>Alt Order #</u>
931801 /	06225051

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/30/12 - 08/06/12	CROSSROADS GPS	732

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$625.00												
N 22	WLWT	08/02/12	08/02/12	5-6a news	5-6a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$150.00												
23	WLWT	08/02/12	08/02/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 ---1--- 1 \$3,000.00												
24	WLWT	07/31/12	07/31/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$1,000.00												
D 25	WLWT	07/31/12	07/31/12	11-1135p M-Su	11-1135p		:30			NM	0	\$0.00
D 26	WLWT	07/31/12	07/31/12	NBC Tonight Show	1135-1237a		:30			NM	0	\$0.00
27	WLWT	07/31/12	07/31/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$3,000.00												
N 28	WLWT	07/31/12	07/31/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$625.00												
N 29	WLWT	07/31/12	07/31/12	5-6a news	5-6a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$150.00												
30	WLWT	07/31/12	07/31/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 -1----- 1 \$3,000.00												
31	WLWT	08/01/12	08/01/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$1,000.00												
D 32	WLWT	08/01/12	08/01/12	NBC Tonight Show	1135-1237a		:30			NM	0	\$0.00
33	WLWT	08/01/12	08/01/12	Late News Olympics	Late News		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$3,000.00												
N 34	WLWT	08/01/12	08/01/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$625.00												
N 35	WLWT	08/01/12	08/01/12	5-6a news	5-6a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$150.00												
36	WLWT	08/01/12	08/01/12	NBC Today Show	7-9a		:30			NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$3,000.00												
37	WLWT	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	1	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --1----- 1 \$12,000.00												
N 38	WLWT	08/01/12	08/03/12	6-630p M-F news	6-630p		:30			NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/30/12 08/05/12 --WTF-- 2 \$1,200.00												
39	WLWT	08/01/12	08/03/12	OLYMPIC ZONE	OLYMPIC ZONE		:30			NM	2	\$6,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

<u>Contract / Revision</u>	<u>Alt Order #</u>
931801 /	06225051

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/30/12 - 08/06/12	CROSSROADS GPS	732

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				2	\$3,000.00			
N 40	WLWT	08/01/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				1	\$625.00			
N 41	WLWT	08/03/12	08/03/12	530-6p M-F news	530-6p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$625.00			
N 42	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				2	\$3,000.00			
N 43	WLWT	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$1,000.00			
N 44	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$150.00			
Totals											39	\$112,675.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/06/12	39	\$112,675.00	\$95,773.75
Totals	39	\$112,675.00	\$95,773.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.